

**A METHOD AND SYSTEM FOR PROVIDING  
NETWORK BASED ADVERTISING SERVICES**

**ABSTRACT OF THE DISCLOSURE**

A method and system for providing advertising services to an entity is provided. The method comprises the steps of presenting a question to a user to which advertisements are directed, the question being about a product or service being advertised by the entity; soliciting an answer to the question from the user; and providing an incentive to the user if the user answers the question correctly. The step of presenting a question may further comprise presenting a question about a feature of the product or service being advertised. The step of soliciting an answer may further comprise directing the user to the entity's web page to find the answer to the question. And the step of providing an incentive may further comprise providing gaming credits to the user, and the user can use the game credits to play games online.

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